

M O N D O T T I C A
E Y E W E A R B R A N D P A R T N E R S



SERGIO TACCHINI

MONDOTTICA INTERNATIONAL AND SERGIO TACCHINI ANNOUNCE NEW EYEWEAR LICENCE AGREEMENT

January 29th, 2019 – Mondottica International and Sergio Tacchini proudly announce the signing of the license agreement to develop Sergio Tacchini branded eyewear collections.

The licence signed between Mondottica International and Sergio Tacchini covers full optical and sun products for unisex collections available from the second half of 2019.

According to Mondottica's Founder and CEO Michael Jardine, *"Since its inception, Sergio Tacchini has always been one of the most iconic names in sportswear as well as the brand of choice for some of the most important champions in sport. Our goal is to create eyewear collections that can contribute to the brand's success story. Adding to the opportunity for the new eyewear collections is that vintage sport apparel brands are hot property right now and we are pleased to collaborate with Sergio Tacchini as the brand is discovered by a new generation"*.

"Sergio Tacchini, a decidedly Italian yet always international brand, has found in Mondottica a partner able to interpret it authentically and distribute it around the world: a prestigious new piece is added to the puzzle of our collection", comments Patrizia Bolzoni, Sergio Tacchini's General Manager.

Select previews of the collection will be seen by invitation only during the Mondottica Workshop in Barcelona this summer, with the full brand launch coming at Silmo

2019. What better way to celebrate over fifty years of victories on and off the court by expanding Sergio Tacchini's already extensive line of products?

The Sergio Tacchini eyewear licence is global and will run through to 2023.

About Mondottica International Group

Mondottica is a true world citizen. From humble beginnings, the eyewear company now has offices and operations in Hong Kong, London, Paris, Oyonnax, Molinges, Tokyo, Barcelona, Delhi, Moscow, New York and Sydney with distribution reach that spans all continents. Holding the licenses for a wide range of lifestyle and fashion brands, namely Anna Sui, Cath Kidston, Christian Lacroix, Ducati, Hackett, Joules, Karen Millen, Le Coq Sportif, Maje, Marimekko, Pepe Jeans, Sandro, Ted Baker (worldwide except USA and Canada) and United Colors of Benetton; and managing its proprietary brands Cogan, Spine and Zoobug, ensures Mondottica is ideally placed to cater to a broad demographic of style conscious consumers.

Sergio Tacchini, a world known Italian sportswear brand, was established in 1966 by the Italian tennis player Sergio Tacchini. During the years, the brand's name became synonymous with Italian style and elegance and the clothing gained international recognition through celebrity endorsements from some of the greatest tennis champions of all time: John McEnroe, Jimmy Connors, Vitas Gerulaitis, Mats Wilander, Gabriela Sabatini, Pete Sampras, Pat Cash, Martina Hingis and Novak Djokovic, with whom the brand has reached 37 Grand Slam victories. Today the brand remains a leader in distinctive sportswear, with its authenticity coming from its tennis DNA for discerning consumers seeking to unite elegance with an active lifestyle. The brand is official technical sponsor of Rolex Monte-Carlo Master tennis tournament.